

The BMW WilliamsF1 Team and Compaq

Partnering for success



COMPAQ
Inspiration Technology

Empowering you to compete

Innovating for success

Last season, the BMW WilliamsF1 Team was already designing and thoroughly testing its next car while the current car was out competing on the racetrack. They did this in a "virtual space" – long before production began, the WilliamsF1 design office produced about 700 CAD/CAM versions of the new FW23 car, with Compaq workstations simulating every aspect of on-track performance. Today the team, like every forward-thinking business, is a far more powerful competitor because of innovative thinking and meticulous planning.



Reacting in real time

The ability to make split-second decisions can make or break a race – or your business. The BMW WilliamsF1 race team depends on Compaq technology solutions to access a flow of real-time information. As the cars speed around the circuit, some 200 different channels of vital statistics are transmitted to Compaq systems in the pit lane and in the WilliamsF1 and BMW head offices. Moment by moment, this data determines the team's changing race strategy. Imagine how this level of information delivery could help you respond effectively to changing customer needs.

Learning from in-depth analysis

It's a simple principle of successful business: build on what works and discard what doesn't. To do this, you need to be able to gather data and ideas, analyse this information, create models and consider alternatives.

The BMW WilliamsF1 Team depends on Compaq to simplify tasks like these. As well as gathering data from actual races, the team learns from virtual races. With a chassis dynamometer, they can recreate any of the Grand Prix circuits and then simulate and rigorously test car performance. They collect this information on Compaq desktops, and analyse and store it on Compaq server and storage systems – fuelling a continuous process of building on success.



Keeping you mobile

You cannot stay still in business, just as you cannot stop the action of the racetrack. Whatever business you are in, you need to be agile and mobile – moving with ease from office to office, and country to country.

Formula One takes the teams to 17 different race locations around the globe. At each new track, the BMW WilliamsF1 Team manages logistics and communication using lightweight, battery-powered Compaq *iPAQ*™ Pocket PCs and Compaq *Armada*™ notebooks – a solution that keeps everyone informed, effective and free to move around.

Building your new solutions

Your specific business needs are unique; they are different to those of every other organisation, just as the requirements of the BMW WilliamsF1 Team differ from those of rival teams. This is why providing technology is only one aspect of the Compaq partnership.

Our development engineers are in constant contact with the team – continually asking the questions that will lead to even better, faster cars for tomorrow. We put equal dedication into every business partnership. So you get precisely the solutions you need to drive and fulfil your potential.



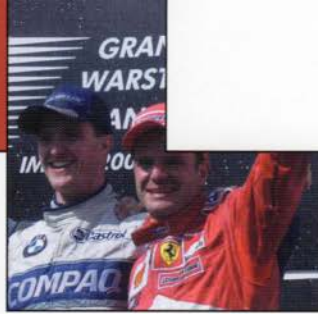
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When you are ready to drive your own business forward to compete in tough global markets, Compaq is ready to be your true technology partner.

For the BMW WilliamsF1 Team, this season's encouraging race results are the rewards of our shared effort and dedication. At Compaq, we're looking forward to yet more successes together in the future – both with the BMW WilliamsF1 Team and with you.

Ensuring your 24x7 availability

Where would your business be if your technology failed at a crucial moment? Running blind. This is how the BMW WilliamsF1 Team engineers describe competing without the assurance of our trackside *ProLiant*™ server network. That's why we've built in safeguards, including 100-percent redundancy – if one server goes down, another takes over automatically. And the Compaq global services network is on hand to support the team and your business 24 hours a day, 7 days a week, without fail.



You rely on technology solutions to enable your business, yet each year your requirements become more complex and far-reaching. You are not alone.

When Frank Williams started in Formula One in 1969, he remembers "the biggest single item of technology in the team was the stopwatch and maybe the wheel nut." Today, technology plays a vital part in almost every aspect of the sport.

From the design studio to the wind tunnel, from the factory floor to the circuit, at the trackside and in the back office, Compaq provides the BMW WilliamsF1 Team with technology solutions that have been tailored to their every requirement.

No matter what business you're in, for a fast, responsive and agile computing partnership, consider Compaq. You'll find competing successfully in tough global markets is that little bit easier with a true technology partner by your side.



COMPAQ



BMW.WilliamsF1 Team
Principal Sponsor

The computing power behind the BMW WilliamsF1 Team

For further information on Compaq solutions, please visit our website:
www.compaq.com/f1

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